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# Onward!

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# ONWARD!

Dear Friends,

**B**ecause *Furman Matters* is a watershed in Furman's history. In these pages, we have seen the record-setting power of shared vision and the will to achieve that has always been the hallmark of our University.

As someone with over 50 years of involvement with Furman as a student, Trustee, and—to my surprise and delight—its Interim President, I know that Purple runs deep. The campaign confirmed my enthusiasm for Furman's important value and purpose, and gives me confidence that we will ever take to heart the words of the alma mater: "... our love, our lives we'll give to thee."

In moments like these, we do well to recall our storied past, the tribulations and triumphs, the committed women and men who have persevered. But we are compelled always to look forward, and to prepare for the next generation.

It is no secret that there is great upheaval in higher education as the underpinning financial model has become unsustainable. Furman is not immune to these challenges. In 2014, issues of core mission and identity, and the strategic allocation of resources are front and center. We absolutely must find ways to ensure the Furman experience is affordable to deserving students, while staying true to who we are and maintaining the value we deliver.

Thankfully, *Because Furman Matters* has put us in a position of strength from which to chart our direction going forward. For years, we have been prudent in our financial management, but there is more to be done. We will continue looking for strategic ways to be good stewards of our resources and efficiently manage the annual budget. It will take time. It will take determination. And we need your help.

Your ongoing annual gifts will make it possible to sustain those programs that made a difference in your own life. Your involvement with student recruitment and career development will ensure that we continue attracting talented students and serving the needs of alumni. Finally, and most importantly, your prayers will give us the resolve to address our challenges head on, and ensure that Furman will continue "mattering" for generations to come.

With gratitude,  
Carl Kohrt '65







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